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(71) Applicant (for all designated States except US): AGRIPA LIMITED [GB/GB]; Merlin House, Mossland Road, Hillington Park, Glasgow G52 4XZ (GB).

(72) Inventor; and

(75) Inventor/Applicant (for US only): PITT, John, Dunlop [GB/GB]; 5 Carlawerock Road, Glasgow G43 2SA (GB).

(74) Agent: MURGITROYD & COMPANY; Scotland House, 165-169 Scotland Street, Glasgow G5 8PL (GB).

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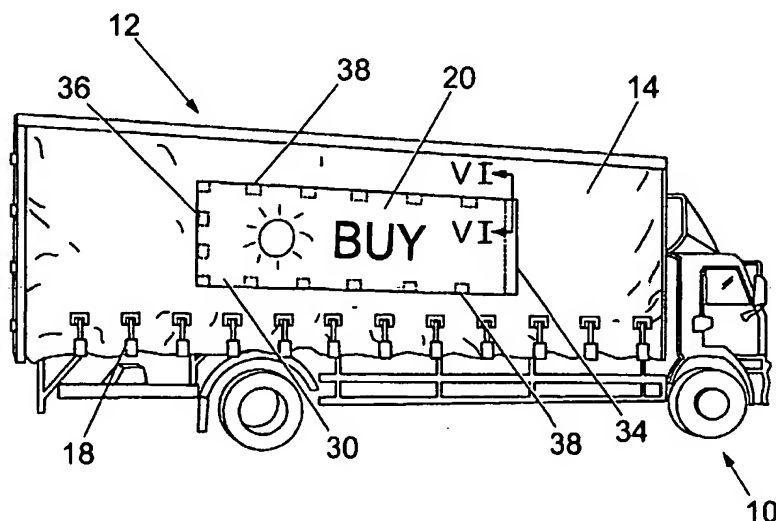
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(54) Title: METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS ON A VEHICLE



(57) Abstract: An advertising panel (20) which can be used to selectively attach advertisements to the sides of road vehicles (10) in a readily demountable manner comprises a sheet (22) of plastic mesh material and fasteners (34, 36, 38), the sheet having an image applied to a first side of the sheet. The fasteners (34, 36, 38) are reclosable interlocking fasteners adapted to engage with corresponding interlocking fasteners (44, 46, 48) provided on the vehicle. The fasteners may be 3M™ Dual Lock™ fasteners. The corresponding fasteners may be provided on a rigid wall (16) or a vehicle curtain (14). The mesh allows air to pass through the panel so that the panel (20) remains securely mounted without flapping in transit. The system requires minimal structural alterations to a vehicle to enable it to carry advertising panels, and allows advertising panels to be changed easily.

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1     METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS  
2     ON A VEHICLE

3

4     This invention relates to mobile advertisements, and  
5     relates more particularly but not exclusively to a  
6     system for selectively attaching advertisements to  
7     the sides of road vehicles in a readily demountable  
8     manner, and to a method of adapting road vehicles  
9     for the selective display of advertisements.

10

11    Currently there are many load-carrying road vehicles  
12    having substantially vertical sides which are either  
13    plain, or carry minimal information (e.g. merely the  
14    name of a transport company). These vehicle sides  
15    are extensively exposed to the sight of the general  
16    public, not least because the majority of journeys  
17    of load-carrying road vehicles take place on public  
18    roads that are also extensively used by pedestrians  
19    and/or users of personal road transport and/or  
20    passengers in public road transport. Consequently,  
21    the sides of load-carrying road vehicles represent a  
22    facility for mobile advertising that currently tends

1 to be used only by the vehicle owners for self-  
2 advertisement. Some use of the exteriors of road  
3 vehicles is known for advertising by organisations  
4 other than the vehicle owner, but such advertising  
5 is currently limited to public transport vehicles  
6 that carry human passengers rather than inanimate  
7 cargoes, and the advertisements are either pasted-on  
8 paper, or in the nature of bodywork painting that is  
9 substantially permanent and not changeable without  
10 time-consuming repainting of the vehicle.

11  
12 US 5,845,423 and US 5,657,566 address the problem of  
13 providing advertisements on the sides of load-  
14 carrying road vehicles, but the effectiveness of  
15 their solutions is hampered by the fact that the  
16 vehicles need extensive structural modification in  
17 the form of added rails, mounting brackets and  
18 fasteners and the like, to allow the mounting and  
19 removal of advertisement panels. Moreover the  
20 advertisement panels themselves are complicated and  
21 relatively expensive. Moreover the advertisement  
22 panels can be used only with rigid sided vehicles,  
23 since they do not allow simple access to the side  
24 curtains of flexible sided vehicles, which provide  
25 access to the load area by allowing the removal or  
26 rolling up of flexible side curtains attached to the  
27 frame of the vehicle.

28  
29 It is an object of the present invention to provide  
30 a system and a method for enabling mobile  
31 advertisements to be selectively mounted on load-  
32 carrying road vehicles in a manner which is simple

1 to carry out and which is cost effective, allowing  
2 the use of economical advertisement panels and the  
3 requiring minimal structural alterations to a  
4 vehicle to enable it to carry advertisement panels.  
5 It is a further object of the invention to provide a  
6 system and a method for enabling mobile  
7 advertisements to be selectively mounted on both  
8 rigid sided and flexible sided road vehicles.

9  
10 As used in this specification, the term "vehicle"  
11 refers to a road vehicle possessing substantially  
12 vertical sides suitable for carrying advertisements,  
13 such sides including but not being restricted to  
14 permanently fixed sides, sides formed as one or more  
15 panels that are demountable or hinged for providing  
16 access to a cargo carried by the vehicle, and  
17 curtain sides (i.e. curtains of more or less  
18 flexible sheet material whose upper edges are  
19 suspended from the vehicle, and whose lower edges  
20 are clipped or strapped to the vehicle).

21  
22 As used in this specification, the term  
23 "advertisement" refers to at least one essentially  
24 two-dimensional image having an impression on a  
25 spectator that is primarily or wholly visual.

26  
27 According to a first aspect of the present invention  
28 there is provided an advertising panel for external  
29 mounting on a vehicle, the panel comprising a sheet  
30 of plastic mesh material and fasteners, the sheet  
31 having an image applied to a first side of the  
32 sheet.

1 Preferably the fasteners comprise reclosable  
2 interlocking fasteners adapted to engage with  
3 corresponding interlocking fasteners provided on the  
4 vehicle. Preferably the fasteners are 3M<sup>TM</sup> Dual  
5 Lock<sup>TM</sup> fasteners. Alternatively the fasteners may be  
6 hook and loop fasteners or similar.

7  
8 Preferably the sheet is flexible and woven.  
9 Preferably the sheet is of PVC, polyester or a  
10 combination thereof. However, other suitable  
11 plastic materials may be used singly or in  
12 combination, provided they have suitable strength or  
13 printability properties.

14  
15 Preferably the mesh is provided with apertures  
16 allowing air passage therethrough. Preferably the  
17 sheet has an air permeability of at least 1000  
18 litres per second at 100 pascal.

19  
20 Preferably the panel is provided with a solid  
21 reinforcing strip along at least one edge of the  
22 sheet. Preferably the solid reinforcing strip is  
23 provided on the leading edge of the sheet, the  
24 leading edge being the edge nearest the front of the  
25 vehicle when the panel is mounted on a vehicle.  
26 Preferably the leading edge of the sheet is provided  
27 with a fastener which extends over the entire length  
28 of the leading edge.

29  
30 A reinforcing strip may be provided on all the edges  
31 of the sheet. Fasteners may be provided at spaced  
32 intervals along all the edges of the sheet.

1 According to a second aspect of the present  
2 invention there is provided a vehicle, the vehicle  
3 having a side wall provided with reclosable  
4 fasteners on the exterior surface thereof, the  
5 vehicle having an advertising panel mounted on said  
6 side wall, the panel comprising a sheet of plastic  
7 mesh material and reclosable fasteners releasably  
8 attachable to the fasteners provided on the side  
9 wall, the sheet having an image applied to a first  
10 side of the sheet..

11

12 Preferably the advertising panel is a panel  
13 according to the first aspect of the present  
14 invention.

15

16 Preferably the reclosable fasteners provided on the  
17 side wall are bonded to the side wall by adhesive.  
18 Alternatively they may be secured to the side wall  
19 by fixing means such as bolts, screw, rivets or  
20 similar.

21

22 According to a third aspect of the present invention  
23 there is provided a vehicle, the vehicle having a  
24 load bearing volume at least partially enclosed by a  
25 curtain, said curtain being provided with reclosable  
26 fasteners on its surface, the vehicle having an  
27 advertising panel mounted on said curtain, the panel  
28 comprising a sheet of plastic mesh material and  
29 reclosable fasteners releasably attachable to the  
30 fasteners provided on the curtain, the sheet having  
31 an image applied to a first side of the sheet.

32

1 Preferably the advertising panel is a panel  
2 according to the first aspect of the present  
3 invention.

4  
5 Preferably the reclosable fasteners provided on the  
6 curtain are bonded to the curtain by adhesive.  
7 Alternatively they may be secured to the curtain by  
8 fixing means such as bolts, screw, rivets, staples  
9 or similar. Alternatively they may be secured to the  
10 curtain by thermal bonding, ultrasonic bonding,  
11 stitching, moulding or similar.

12  
13 According to a fourth aspect of the present  
14 invention there is provided a method of modifying a  
15 vehicle to display at least one advertising panel on  
16 at least one side of the vehicle, said method  
17 comprising the steps of:

18       securing reclosable fasteners in a  
19 predetermined pattern on the side of the vehicle or  
20 on a curtain adapted to be mounted on the side of  
21 the vehicle, and

22       releasably attaching an advertising panel to  
23 the reclosable fasteners, the panel comprising a  
24 sheet of plastic mesh material having an image  
25 applied to a first side of the sheet and reclosable  
26 fasteners provided in a pattern corresponding to the  
27 predetermined pattern of the reclosable fasteners on  
28 the side of the vehicle or on the curtain adapted to  
29 be mounted on the side of the vehicle.

30  
31 Preferably the method includes the further steps of:



1           removing the advertising panel by separating  
2   the reclosable fasteners provided on the advertising  
3   panel from the reclosable fasteners provided on the  
4   side of the vehicle or on the curtain adapted to be  
5   mounted on the side of the vehicle, and

6           releasably attaching a second advertising panel  
7   to the reclosable fasteners, the second panel  
8   comprising a sheet of plastic mesh material having  
9   an image applied to a first side of the sheet and  
10   reclosable fasteners provided in a pattern  
11   corresponding to the predetermined pattern of the  
12   reclosable fasteners on the side of the vehicle or  
13   on the curtain adapted to be mounted on the side of  
14   the vehicle.

15  
16   Preferably the or each advertising panel is a panel  
17   according to the first aspect of the present  
18   invention.

19  
20           According to a fifth aspect of the present  
21   invention there is provided a business method for  
22   procuring and exploiting mobile advertisements, said  
23   business method comprising the steps of:

24           agreeing with the owner (or with the agent or  
25   representative of the owner) of a vehicle to the  
26   modification and use of at least one vehicle owned  
27   by said owner for the mounting and display of  
28   advertisements in return for the payment of money or  
29   moneys worth to the owner (or to the agent or  
30   representative of the owner),

31           modifying said at least one vehicle by the  
32   securing of reclosable fasteners in a predetermined

1 pattern on the side of the vehicle or on a curtain  
2 adapted to be mounted on the side of the vehicle,  
3 vending use of the vehicle for the mounting and  
4 display of at least one advertisement in return for  
5 money or moneys worth, and

6 attaching at least one advertisement to said  
7 reclosable fasteners in a manner that permits the  
8 advertisement to cover at least part of one side of  
9 the vehicle to be visible to at least one spectator.

10

11 Preferably the advertisement is provided in the form  
12 of an advertising panel according to the first  
13 aspect of the invention.

14

15 Embodiments of the invention will now be described  
16 by way of example only, with reference to the  
17 drawings in which:

18

19 Fig. 1 shows a curtain-sided lorry provided with  
20 fasteners to allow attachment of an advertising  
21 panel according to the invention;

22

23 Fig. 2 shows a rigid-sided lorry provided with  
24 fasteners to allow attachment of an advertising  
25 panel according to the invention;

26

27 Fig. 3 shows the lorry of Fig. 1 with an advertising  
28 panel attached;

29 Fig. 4 shows the lorry of Fig. 2 with an advertising  
30 panel attached;

31

1 Fig. 5 shows an advertising panel according to the  
2 invention; and

3

4 Fig. 6 is a partial section on line VI-VI in Fig. 3.

5

6 Fig. 1 shows a lorry 10 having a load area 12 which  
7 is covered on each longitudinal side by a curtain  
8 14. The curtain 14 is secured to the vehicle at its  
9 upper edge and is tensioned in a conventional manner  
10 by means of tensioning straps 18 which connect the  
11 lower edge of the curtain to the vehicle. The  
12 curtain 14 and straps 18 are well known in the art  
13 and may be of any suitable flexible material.  
14 Typically the curtain 14 is of reinforced PVC while  
15 the straps 18 are of nylon webbing.

16

17 The surface of the curtain 18 has a number of  
18 fasteners 44, 46, 48 bonded to it by means of  
19 adhesive 42, although it is to be understood that  
20 other suitable means of securing the fasteners to  
21 the curtain may be used, including fixing means such  
22 as bolts, screw, rivets, staples or similar.

23 Alternatively the fasteners may be secured to the  
24 curtain by thermal bonding, ultrasonic bonding,  
25 stitching, moulding or similar. The fasteners 44,  
26 46, 48 are components of a reclosable fastener  
27 product such as 3M<sup>TM</sup> Dual Lock<sup>TM</sup> fastener. The  
28 fasteners 44, 46, 48 are selected and positioned to  
29 engage with corresponding fasteners 34, 36, 38  
30 provided on an advertising panel 20, as shown in  
31 Fig. 5.

32

1     Fig. 2 shows a lorry 10 having a load area 12 which  
2     is covered on each longitudinal side by a rigid wall  
3     16. The arrangement of fasteners 44, 46, 48 on the  
4     rigid wall 16 is the same as that described above  
5     with respect to the curtain 14 of Fig. 1. The  
6     surface of the wall 16 has a number of fasteners 44,  
7     46, 48 bonded to it by means of adhesive 42,  
8     although it is to be understood that other suitable  
9     means of securing the fasteners to the wall may be  
10    used, including fixing means such as bolts, screw,  
11    rivets, staples or similar.

12

13    Fig. 3 shows the curtain sided lorry 10 of Fig. 1  
14    with an advertising panel 20 fixed to the curtain 14  
15    using the fasteners 44, 46, 48 on the curtain and  
16    the fasteners 34, 36, 38 on the advertising panel  
17    20. The panel 20 is aligned with the fasteners 44,  
18    46, 48 on the curtain and then pressed into place.  
19    An audible snap informs the operator that the  
20    fasteners are engaged.

21

22    Fig. 4 shows the rigid sided lorry 10 of Fig. 2 with  
23    an advertising panel 20 fixed to the wall 16 in the  
24    manner described above with reference to Fig. 3.

25

26    To remove the panel 20 from the vehicle 10 it is  
27    necessary to separate the fasteners 38, 48 at the  
28    lower rear corner 30 of the panel 20 by pulling at a  
29    free edge portion of the panel 20 adjacent to the  
30    corner 30. A tag (not shown) may be provided at the  
31    corner 30 to facilitate the separation of the  
32    fasteners 38, 48, but this is not essential. If a

1 tag is provided, a locking means such as a small  
2 hasp and padlock may also be provided to lock the  
3 tag and prevent unauthorised removal of the panel 20  
4 from the vehicle 10. The remaining fasteners can  
5 then be readily separated by a peeling action, since  
6 the panel 20 is of flexible sheet material.

7  
8 The construction of the advertising panel 20 will  
9 now be described with reference to Figs. 5 and 6.  
10 The panel comprises a sheet 22 of plastic mesh  
11 material. Typically the mesh material comprises a  
12 woven polyester base fabric coated with PVC. The  
13 base fabric may have between 3 and 10 (preferably 5)  
14 threads per cm in both warp and weft directions.  
15 Flexible plasticised PVC is applied to both sides to  
16 produce a material having a weight of between 100  
17 and  $800 \text{ g/m}^2$ , preferably between about 200 and  $550$   
18  $\text{g/m}^2$ , such that the warp and weft fibres are bonded  
19 to each other at their intersections.

20  
21 The apertures in the mesh allow an air permeability  
22 of between 1000 and 6000 litres/second at 100  
23 pascal, preferably about 2800 litres/second. A  
24 suitable mesh is that sold by VUFLEX Digital under  
25 the name VUFLEX Digital 550, although it is to be  
26 understood that any suitable plastic mesh may be  
27 used. The air permeability ensures that the panel  
28 remains flat against the supporting surface, whether  
29 it be a solid wall of a vehicle or a curtain. Air  
30 pressure either side of the panel is equalised,  
31 thereby preventing flapping of the panel against the  
32 supporting surface.

1 The mesh must be capable of being printed on, to  
2 provide an advertising image on one side. Any  
3 suitable printing process may be used, such as laser  
4 printing or screen printing. The apertures must be  
5 small enough such that the effect of the advertising  
6 panel when mounted on a solid surface and viewed  
7 from a distance is of an opaque panel. In a  
8 particular embodiment the plasticised warp and weft  
9 fibres have a width of about 1 mm, while the  
10 apertures are about 1 mm square. An opaque effect  
11 is produced if the apertures make up about 25% or  
12 less of the area of the panel. If the apertures  
13 make up more than about 35% of the area of the panel  
14 the opacity effect is diminished.

15

16 Reinforcing strips 24, 26, 28 of reinforced PVC or  
17 similar material are bonded to the edges of the mesh  
18 sheet 22 to prevent the advertising panel 20 from  
19 tearing or stretching in use. The reinforcing  
20 strips may be bonded by adhesive or by ultrasonic  
21 welding. The strips may be of polyester scrim  
22 coated with PVC for easy joining to the mesh sheet  
23 22. The thickness of the strips is chosen so that  
24 the sheet 22 can be subject to the chosen printing  
25 process even with the strips 24, 26, 28 attached.  
26 Typically the reinforcing strips 24, 26, 28 are  
27 between 5 and 15 cm wide, and extend to the  
28 perimeter of the sheet 22.

29 Fasteners 34, 36, 38 are bonded to the reinforcing  
30 strips 24, 26, 28 by means of adhesive 32, although  
31 it is to be understood that other suitable means of  
32 securing the fasteners to the strips may be used,

1 including thermal bonding, ultrasonic bonding,  
2 stitching, moulding or similar. The fasteners 34,  
3 36, 38 are components of a reclosable fastener  
4 product such as 3M<sup>TM</sup> Dual Lock<sup>TM</sup> fastener, which is  
5 provided with a contact adhesive on its rear face  
6 and a peel-off backing sheet. The fasteners 34, 36,  
7 38 are positioned to engage with the corresponding  
8 fasteners 44, 46, 48 provided on the vehicle, by  
9 means of the interlocking action of the mushroom-  
10 shaped stems of the corresponding fasteners.

11

12 It has been found that it is advantageous to provide  
13 a continuous fastener 34 extending all the way along  
14 the leading edge of the advertising panel 20, bonded  
15 to the reinforcing strip 24. The leading edge is  
16 that edge which is nearer the front of the vehicle  
17 in use. The use of a continuous fastener 34  
18 engaging with a corresponding continuous fastener 44  
19 on the vehicle 10 prevents the leading edge of the  
20 panel 20 lifting away from the vehicle at any point,  
21 and helps to hold the panel 20 to the wall 16 or  
22 curtain 14 without flapping.

23

24 It has further been found that it is not necessary  
25 to provide continuous fasteners on the other edges  
26 of the advertising panel 20. In fact the preferred  
27 solution is to provide discrete fasteners 36, 38 of  
28 length between 3 and 10 cm, preferably about 4 to 5  
29 cm, and of width between 3 and 10 cm, preferably  
30 about 4 to 5 cm, at spacings of between 20 and 80  
31 cm, preferably about 30 cm, along the remaining  
32 vertical reinforcing strip 26 and the upper and

1 lower reinforcing strips 28. The perforations in  
2 the mesh sheet 22 permit equalisation of pressure on  
3 both sides of the mesh sheet 22 when the vehicle 10  
4 travels at speed, so there is no differential air  
5 pressure causing bellowing or flapping of the  
6 advertising panel. The spaced fasteners 36, 38  
7 engage with corresponding spaced fasteners 46, 48 on  
8 the vehicle 10 and serve to hold the advertising  
9 panel 20 flat against the wall 16 or curtain 14 of  
10 the vehicle 10.

11

12 Particular arrangements of fasteners are provided  
13 for particular models of vehicles 10 and their  
14 corresponding adverting panels 20. For example a  
15 Transit® van might carry a particular size of  
16 advertising panel 20; panels for these vans would  
17 carry a particular pattern of fasteners.  
18 Corresponding fasteners on Transit® vans would be  
19 fixed to the side wall 16 of the van in a  
20 corresponding pattern using a particular Transit®  
21 stencil. Similarly, a particular make of Trailer  
22 might carry a particular larger size of advertising  
23 panel 20; panels for these trailers would carry a  
24 different particular pattern of fasteners.  
25 Corresponding fasteners on the trailers would be  
26 fixed to the curtain 14 or side wall 16 of the  
27 trailer in a corresponding pattern using a  
28 particular trailer stencil.

29

30 It is to be understood that other fasteners may be  
31 used instead of 3M™ Dual Lock™ fasteners, for  
32 example hook and loop or Velcro™ fasteners, or any



1 other fasteners which permit multiple use and re-use  
2 and which provide sufficient strength to withstand  
3 aerodynamic shear forces generated on the  
4 advertising panel when the vehicle is travelling at  
5 high speed.

6  
7 In practice left handed and right handed  
8 advertisement panels 20 will be produced, each  
9 having the continuous fastener 34 on the left or  
10 right hand edges respectively, for mounting on  
11 opposite sides of a vehicle, since the leading edge  
12 of the panel will be on the right hand side of the  
13 panel 20 when the panel is mounted on the curtain 14  
14 visible in Fig. 1, while the leading edge of the  
15 panel will be on the left hand side of the panel 20  
16 when the panel is mounted on the opposite curtain on  
17 the side of the vehicle not visible in Fig. 1.

18  
19 An example of a business method which makes use of  
20 the advertising panels of the invention will now be  
21 described. A load-carrying road vehicle in the form  
22 of a lorry 10 with a roof and curtain sides 14 is  
23 made the subject of a contractual agreement between  
24 an advertising agency and the vehicle owner for the  
25 purpose of modifying and utilising the vehicle for  
26 mobile advertising, in return for agreed payment by  
27 the advertising agency to the vehicle owner. Upon  
28 conclusion of the agreement, the vehicle is modified  
29 by the attachment of fasteners 44, 46, 48 in a  
30 predetermined pattern on each curtain.  
31 Advertisements are commissioned by clients of the  
32 advertising agency, and prepared in the form of

1 advertising panels 20 as described above. Suitable  
2 sizes are heights slightly less than the height of  
3 the curtain sides, and lengths either the length of  
4 the trailer, or some large fraction thereof such as  
5 half or quarter of the vehicle length. Particular  
6 makes and models of vehicles and trailers may have  
7 associated preferred sizes of advertising panels.  
8 Vehicles having sliding doors in their sides might  
9 have advertising panels provided in two parts, one  
10 part attached to the rigid wall and one part  
11 attached to the sliding door.

12

13 The advertisements are commissioned for a particular  
14 period of time, for example 8 weeks. At the  
15 beginning of the period the advertising agency  
16 affixes advertising panels to one or both sides of  
17 the vehicle on which the advertisement is to be  
18 displayed. During the 8 week period the vehicle is  
19 driven along public roads while in commercial use  
20 delivering cargo, the advertisements being on  
21 display to spectators throughout the time that the  
22 vehicle remains on public roads.

23 When cargo is delivered, the straps 18 can be  
24 released and the curtain 14 rolled up to allow  
25 access to the cargo while the flexible advertising  
26 panel 20 remains secured to the curtain 14.

27

28 At the expiry of the 8 week period, the advertising  
29 panel 20 can be replaced by a new advertising panel  
30 which is the subject of a separate commission  
31 agreement between the advertising agency and one of  
32 its clients. The actual physical replacement of the

1 advertisements requires only a few minutes of direct  
2 access to the vehicle sides, e.g. at the vehicle  
3 depot or at a refuelling stop, where the previous  
4 advertisements are demounted by peeling action and  
5 the new advertisements are mounted in place.

6

7 Modifications and variations of the above-described  
8 embodiments can be adopted without departing from  
9 the scope of the invention.

1     CLAIMS

2  
3     1.   An advertising panel for external mounting on a  
4     vehicle, the panel comprising a sheet of woven  
5     plastic mesh material and fasteners, the sheet  
6     having an image applied to a first side of the  
7     sheet.

8  
9     2.   An advertising panel according to Claim 1,  
10    wherein the fasteners comprise reclosable  
11    interlocking fasteners adapted to engage with  
12    corresponding interlocking fasteners provided on the  
13    vehicle.

14  
15    3.   An advertising panel according to Claim 2,  
16    wherein the fasteners are 3M<sup>TM</sup> Dual Lock<sup>TM</sup> fasteners.

17  
18    4.   An advertising panel according to any preceding  
19    Claim, wherein the sheet is flexible.

20  
21    5.   An advertising panel according to any preceding  
22    Claim, wherein the sheet is of PVC, polyester or a  
23    combination thereof.

24  
25    6.   An advertising panel according to any preceding  
26    Claim, wherein the mesh is provided with apertures  
27    allowing air passage therethrough, such that the  
28    sheet has an air permeability of at least 1000  
29    litres per second at 100 pascal.

30  
31    7.   An advertising panel according to any preceding  
32    Claim, wherein the panel is provided with a

1 reinforcing strip along at least one edge of the  
2 sheet.

3

4 8. An advertising panel according to Claim 7,  
5 wherein the reinforcing strip is provided on the  
6 leading edge of the sheet, the leading edge being  
7 the edge nearest the front of the vehicle when the  
8 panel is mounted on a vehicle.

9

10 9. An advertising panel according to Claim 8,  
11 wherein the leading edge of the sheet is provided  
12 with a fastener which extends over the entire length  
13 of the leading edge.

14

15 10. An advertising panel according to Claim 7,  
16 wherein a reinforcing strip is provided on all the  
17 edges of the sheet.

18

19 11. An advertising panel according to Claim 10,  
20 wherein fasteners are provided at spaced intervals  
21 along all the edges of the sheet.

22

23 12. A vehicle having at least one side wall  
24 provided with reclosable fasteners on the exterior  
25 surface thereof, the vehicle having an advertising  
26 panel mounted on said side wall, the panel  
27 comprising a sheet of plastic mesh material and  
28 reclosable fasteners releasably attachable to the  
29 fasteners provided on the side wall, the sheet  
30 having an image applied to a first side of the  
31 sheet.

32

1 13. A vehicle according to Claim 12, wherein the  
2 advertising panel is an advertising panel according  
3 to any one of Claims 1 to 11.  
4

5 14. A vehicle according to Claim 12 or 13, wherein  
6 the reclosable fasteners provided on the side wall  
7 are bonded to the side wall by adhesive.  
8

9 15. A vehicle according to Claim 12 or 13, wherein  
10 the reclosable fasteners provided on the side wall  
11 are secured to the side wall by fixing means.  
12

13 16. A vehicle having a load bearing volume at least  
14 partially enclosed by a curtain, said curtain being  
15 provided with reclosable fasteners on its surface,  
16 the vehicle having an advertising panel mounted on  
17 said curtain, the panel comprising a sheet of  
18 plastic mesh material and reclosable fasteners  
19 releasably attachable to the fasteners provided on  
20 the curtain, the sheet having an image applied to a  
21 first side of the sheet.  
22

23 17. A vehicle according to Claim 16, wherein the  
24 advertising panel is an advertising panel according  
25 to any one of Claims 1 to 11.  
26

27 18. A vehicle according to Claim 16 or 17, wherein  
28 the reclosable fasteners provided on the curtain are  
29 bonded to the curtain by adhesive.  
30

1 19. A vehicle according to Claim 16 or 17, wherein  
2 the reclosable fasteners provided on the curtain are  
3 secured to the curtain by fixing means.

4  
5 20. A vehicle according to Claim 16 or 17, wherein  
6 the reclosable fasteners provided on the curtain are  
7 secured to the curtain by a securing means selected  
8 from thermal bonding, ultrasonic bonding, stitching  
9 and moulding.

10

11 21. A method of modifying a vehicle to display at  
12 least one advertising panel on at least one wall of  
13 the vehicle, said method comprising the steps of:

14       securing reclosable fasteners in a  
15 predetermined pattern on the wall of the vehicle,  
16 and

17       releasably attaching an advertising panel to  
18 the reclosable fasteners, the panel comprising a  
19 sheet of plastic mesh material having an image  
20 applied to a first side of the sheet and reclosable  
21 fasteners provided in a pattern corresponding to the  
22 predetermined pattern of the reclosable fasteners on  
23 the wall of the vehicle.

24

25 22. A method according to Claim 21, further  
26 including the steps of:

27       removing the advertising panel by separating  
28 the reclosable fasteners provided on the advertising  
29 panel from the reclosable fasteners provided on the  
30 wall of the vehicle, and

31       releasably attaching a second advertising panel  
32 to the reclosable fasteners, the second panel

1 comprising a sheet of plastic mesh material having  
2 an image applied to a first side of the sheet and  
3 reclosable fasteners provided in a pattern  
4 corresponding to the predetermined pattern of the  
5 reclosable fasteners on the wall of the vehicle.  
6

7 23. A method according to Claim 21 or 22, wherein  
8 the or each advertising panel is an advertising  
9 panel according to any one of Claims 1 to 11.  
10

11 24. A method of modifying a vehicle to display at  
12 least one advertising panel on at least one side of  
13 the vehicle, said method comprising the steps of:

14       securing reclosable fasteners in a  
15 predetermined pattern on a curtain adapted to be  
16 mounted on the side of the vehicle, and

17       releasably attaching an advertising panel to  
18 the reclosable fasteners, the panel comprising a  
19 sheet of plastic mesh material having an image  
20 applied to a first side of the sheet and reclosable  
21 fasteners provided in a pattern corresponding to the  
22 predetermined pattern of the reclosable fasteners on  
23 the curtain adapted to be mounted on the side of the  
24 vehicle.  
25

26 25. A method according to Claim 21, further  
27 including the steps of:

28       removing the advertising panel by separating  
29 the reclosable fasteners provided on the advertising  
30 panel from the reclosable fasteners provided on the  
31 curtain adapted to be mounted on the side of the  
32 vehicle, and



1           releasably attaching a second advertising panel  
2   to the reclosable fasteners, the second panel  
3   comprising a sheet of plastic mesh material having  
4   an image applied to a first side of the sheet and  
5   reclosable fasteners provided in a pattern  
6   corresponding to the predetermined pattern of the  
7   reclosable fasteners on the curtain adapted to be  
8   mounted on the side of the vehicle.

9

10   26. A method according to Claim 24 or 25, wherein  
11   the or each advertising panel is an advertising  
12   panel according to any one of Claims 1 to 11.

13

14   27. A method for procuring and exploiting mobile  
15   advertisements, said method comprising the steps of:

16           agreeing with the owner (or with the agent or  
17   representative of the owner) of a vehicle to the  
18   modification and use of at least one vehicle owned  
19   by said owner for the mounting and display of  
20   advertisements in return for the payment of money or  
21   moneys worth to the owner (or to the agent or  
22   representative of the owner);

23           modifying said at least one vehicle by the  
24   securing of reclosable fasteners in a predetermined  
25   pattern on the side of the vehicle or on a curtain  
26   adapted to be mounted on the side of the vehicle,  
27           vending use of the vehicle for the mounting and  
28   display of at least one advertisement in return for  
29   money or moneys worth, and

30           attaching at least one advertisement to said  
31   reclosable fasteners in a manner that permits the

1 advertisement to cover at least part of one side of  
2 the vehicle to be visible to at least one spectator.

3

4 28. A method according to Claim 27, in which the  
5 advertisement is provided in the form of an  
6 advertising panel according to any one of Claims 1  
7 to 11.

1 / 3

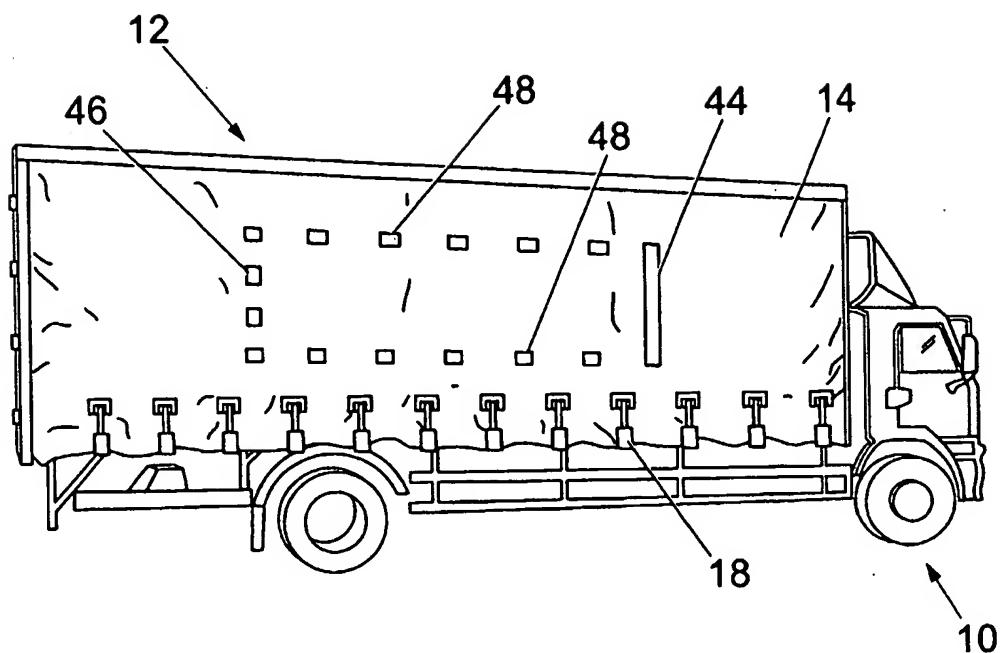


Fig. 1

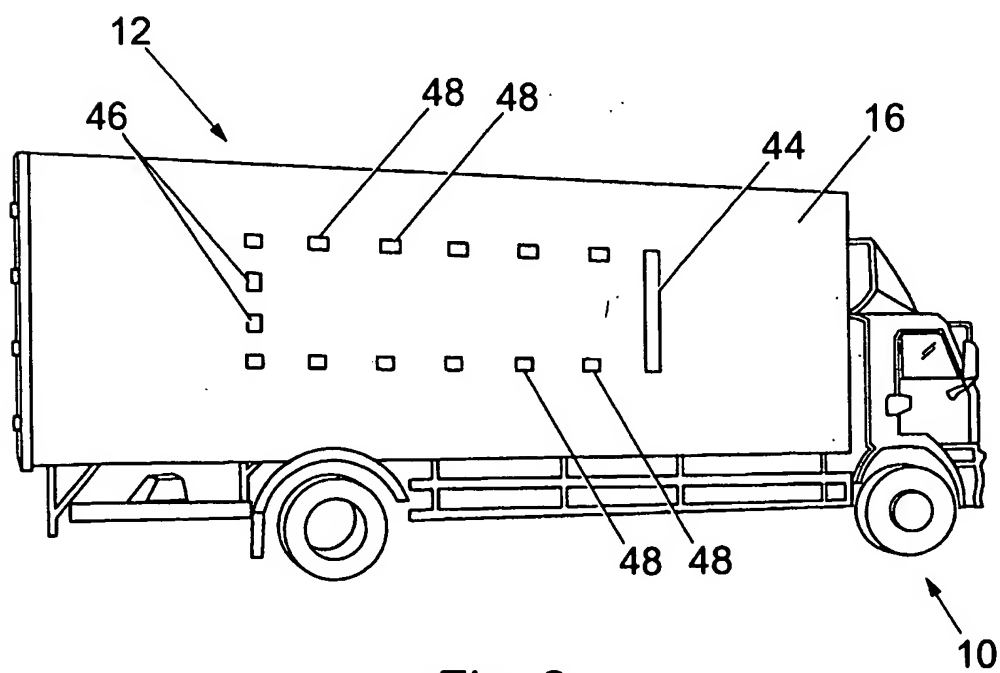


Fig. 2

2 / 3

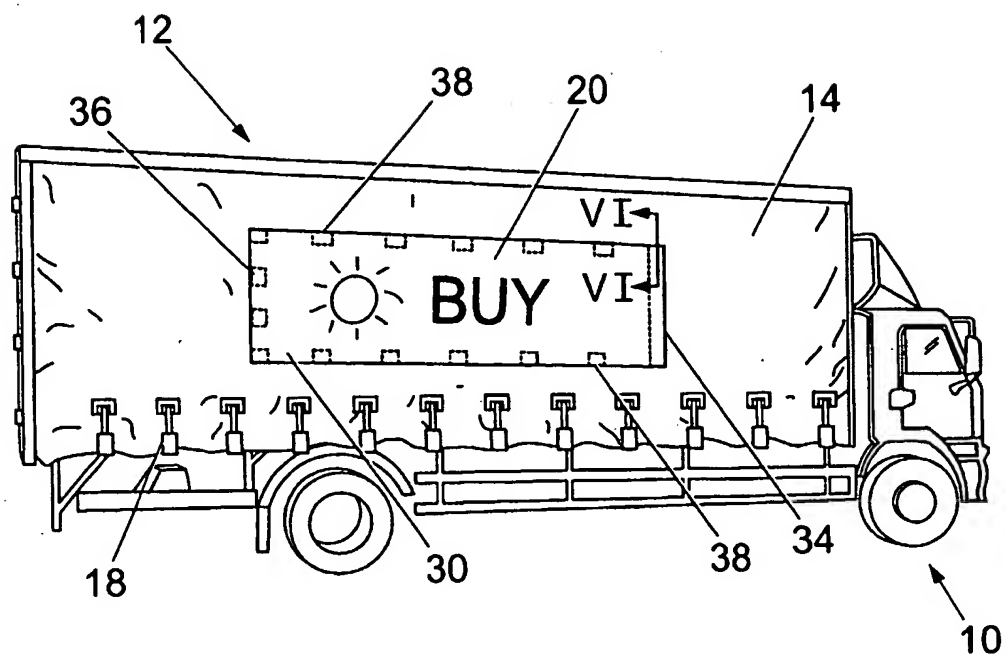


Fig. 3

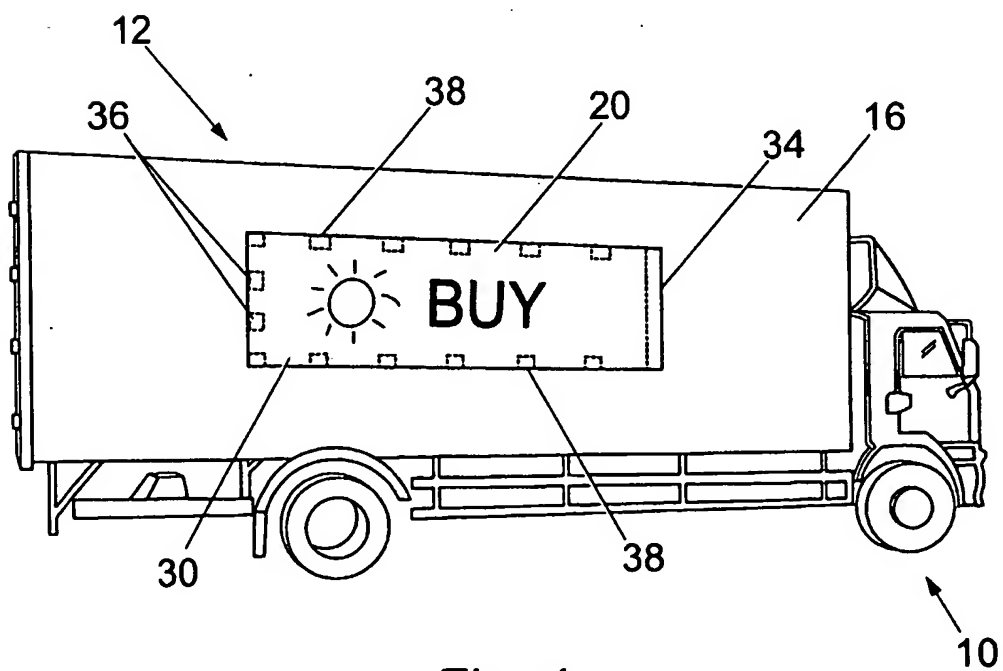


Fig. 4

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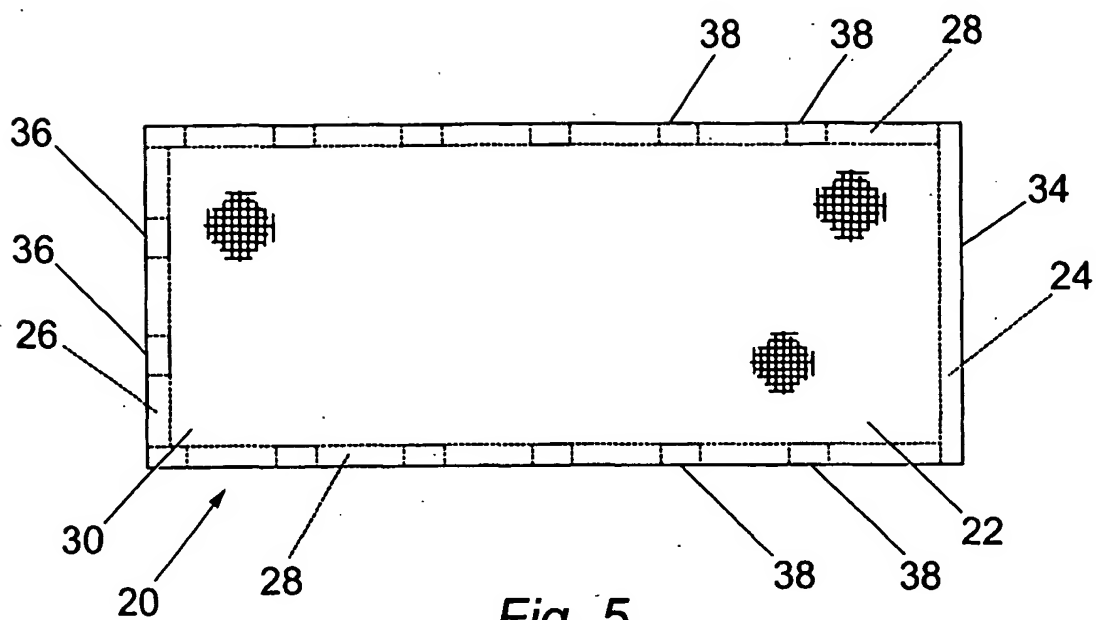


Fig. 5

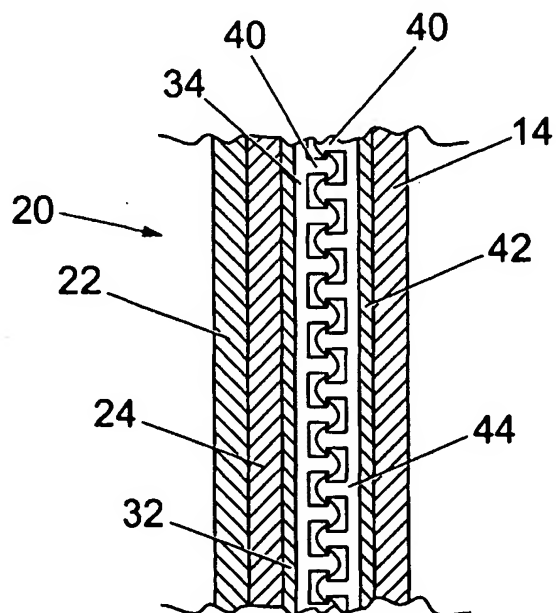


Fig. 6